

"close in" spaces open as possible. This can be done by having the employees park on the fringe of the downtown area. Employees may not want to walk two blocks to work, but they will. A customer will go to a more convenient business place.

- (4) Individual merchants should strive to improve the general appearance of their place of business. This may range from cleaning up the area in the rear of the building, applying a new coat of paint to the front or back of the building, completely refronting a structure, developing the rear as a customer's entrance, renovating the interior of the business place, planting a tree or some shrubbery or removing a gaudy or obsolete sign. Good merchandising requires a proper place to carry on business and each merchant would do well to give a critical look at both the inside and the outside of his establishment.
- (5) The single greatest group effort that can be carried out by the merchants is the purchase of land to be developed as off-street parking lots. At present there are several areas that should be considered as immediate projects. If one block of businesses stands to gain customers by providing off-street parking in their block or adjacent to their business what is more logical than the group agreeing among themselves to buy or lease property to provide customer spaces. If individual merchants and the City do this then why not a block group? Later there will be a discussion on more elaborate methods of establishing parking, but the basics are the same. There must be a willingness and an agreement of purpose.
- (6) The most expensive feature of the downtown development will be when the street development or malls